

Substitute for form 1449/PTO				Complete if Known	
				Application Number	10/748,694
				Filing Date	December 30, 2003
				First Named Inventor	SCHOLL, Nathaniel Blake
				Art Unit	3622
				Examiner Name	RETTA, YEHDEGA
Sheet	1	of	2	Attorney Docket Number	026014-002301US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (<i>if known</i>)			
	1	US-2003/0216930 A1	11-20-2003	Dunham et al.	
	2	US-2004/0088241 A1	05-06-2004	Rebane et al.	
	3	US-2005/0065806 A1	03-24-2005	Harik	
	4	US-2005/0097024 A1	05-05-2005	Rainey	
	5	US-5,615,109 A	03-25-1997	Eder	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³ Number ⁴ Kind Code ⁵ (<i>if known</i>)			
					<input type="checkbox"/> T ⁶

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
	6	CHARLWOOD, W., "AdWords bid price; Facts about AdSense.com – Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at < http://www.facstaboutadsense.com/vickrey.htm >, last accessed on February 24, 2009, 6 pages.			<input type="checkbox"/>
	7	LEE, K., "Overture's Auto Bid Shifts the Gap," DMNews, Did-it.com, August 22, 2002, located at < http://www.dmnews.com/Overtures-Auto-Bid-Shifts-the-Gap/article/78443 >, last accessed on February 25, 2009, 5 pages.			<input type="checkbox"/>
	8	SEDA, C., "Perfecting Paid Search Engine Listings-Search," Engine Watch (SEW) SearchEngineWatch.com, October 17, 2002, located at < http://www.searchenginewatch.com/2161001 >, last accessed on February 25, 2009, 7 pages.			<input type="checkbox"/>
	9	SHERMAN, C., "A Closer Look at Overture's Auto Bid System," October 28, 2002, located at < http://www.searchenginewatch.com/2161071/print >, last accessed on February 25, 2009, 3 pages.			<input type="checkbox"/>

Examiner Signature		Date Considered
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¹EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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	10	SUBMIT EXPRESS, "Google reinindexes/partners with Ask Jeeves, Overture's Auto Bidding Tool, Teoma Toolbar, FTC," Submit Express Newsletter #56, July 19, 2002, located at < http://www.submitexpress.com/newsletters/july_19_02.html >, last accessed on February 25, 2009, 9 pages.		<input type="checkbox"/>

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